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EVOLUTIONAL ASPECTS OF ETHICAL, RESPONSIBLE AND INNOVATIVE COMPOSITION OF SOCIAL MARKETING

Management of the decision-making process by the consumer in the current market conditions is characterized by complexity, since it covers the application of advanced modern marketing mix methods not only in relation to the tasks of organizing a separate transaction for goods (services) exchange, but assumes interaction with all stakeholders in the market. As a result it ensures the market exchange stability, increases value got by the end consumer in terms of forming its true loyalty in the society, and therefore ensures the stability of enterprise market potential development.

As it's known, the vector of partnership relations concept in marketing is aimed at long-term consumer loyalty forming. The formation of stable true loyalty is achieved through the interaction of the enterprise and the consumer in the process of achieving the connection between both values and constant income obtained in this paradigm. The stability of the conditions of such market exchange should be ensured not only by the participants of the exchange, but also by the stability of the entire context, which is formed by the society itself.

Under the induced it should be specified, that marketing is constantly being modernized in accordance with the requirements and changes of the environment. Its inherent feature is marketers' understanding of the need for such modification proactivity. The directions of marketing development are characterized by its modifications such as “marketing relations”, “green marketing”, “responsible marketing”, “partnership relations marketing” or “ethical marketing”. All of them intend to ensure the stability of market transactions, that is very important for innovations.

Unlike legal liability, the social responsibility of a business is not compulsory, it is voluntary.

Modern understanding of responsibility is not separate from ethical behavior. Today this notion is based on empathy not only in the activities and intentions but in demonstrations of concern for the interests of stakeholders outside the requirements of legislative regulators. In this case stakeholders can be consumers, society, environment, etc.

Therefore, today the dominant concept is socially responsible marketing as an integrated concept embracing the best ideas of “social marketing”, “social-ethical marketing” and “responsible marketing”. Herewith we can state the following:

1. The concept of responsible marketing in its task to a greater extent coincides with the concept of marketing partnerships.

2. Most scholars demonstrate the affinity of “socially responsible marketing” and “social and ethical marketing” concepts.

3. There is a difference between responsible marketing and socially responsible marketing. The first focuses on the consumer, but also takes into account the social effects of this process. The second concept requires from the enterprise an active social initiative, and as a consequence, the need to consider the consumer not from an atomistic position, but as a representative of society with the presence of his social needs.

How can socially responsible marketing work in the airlines activity? Characteristic feature of the aviation industry is the regulation of the operations of air transport enterprises by international, branch and national legislative and regulators. Compliance with these requirements is undoubtedly positive feature of the company's behavior, but, as a rule, the action of such regulators is imperative.

There are some negative cases in the activity of Ukrainian airlines. For example, there is a significant percentage of departures canceled by air carriers or the carriage of dangerous cargo (for example, explosive components of an antitank guided missile complex “Fagot”) under the conditions of an ordinary passenger flight in accordance with customer requirements [1]. It should be noted that the transportation of such cargo near populated areas and residential premises is a deliberate violation of social interests. This marketing philosophy, in our opinion, characterizes its non-ethics in relation to respondents, and the lack of proposals and specific actions to address undesirable relevant effects more and more characterizes the irresponsibility of marketing as a systemic negative manifestation.

Consequently, today the ideology of socially responsible marketing is the most ethical and adequate marketing concept, which also provides integration processes in the enterprises marketing management and especially innovative.

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